

CHAPTER 17

SIGNAGE DESIGN STANDARDS

The purpose of this Chapter is to define sign standards for permitted and prohibited signs for the Downtown Specific Plan area per the newly created Downtown Land Use Districts. It is the intent of this chapter to preserve and enhance the aesthetic, traffic safety and environmental values of Downtown Riverside, while providing channels of communication to the public. It is also the City's intent to regulate on the basis of characteristics and proportion of signage. This chapter is organized as follows:

- 17.1 Applicability
- 17.2 Use of Sign Design Standards
- 17.3 Prohibited Signs
- 17.4 Signs Permitted in all Districts
- 17.5 District Specific Sign Standards

17.1 APPLICABILITY

This chapter is intended to supplement the existing Zoning Code regulations for signs. These are contained in Chapter 19.76 of the Zoning Code. Exceptions to the existing regulations are noted where they occur below and will supersede the conflicting section in the Zoning Code.

17.2 USE OF SIGN DESIGN STANDARDS

For design guidelines for Signs, please refer to Section 3 in the City of Riverside's Design Review Guidelines available at the Planning Department.

17.3 PROHIBITED SIGNS

In addition to signs specifically prohibited by the Zoning Code, the following signs are prohibited within the Downtown Specific Plan area:

- (1) Billboards
- (2) Pole signs (except in conjunction with service stations adjacent to a freeway off-ramp)
- (3) Signs painted directly on building surfaces (except on historic buildings when appropriate)
- (4) Information about goods and services not available onsite.
- (5) Electronic message center signs (except in conjunction with the convention center)

17.4 SIGNS PERMITTED IN ALL DISTRICTS

The following signs are permitted in all districts. Unless otherwise noted, the Zoning Code standards shall apply.

17.4.1 Permitted for All Uses

- (1) Construction period signs
- (2) Directional signs
- (3) Flags
- (4) For sale, rental or lease signs
- (5) Noncommercial signs
- (6) Signs for nonconforming uses

17.4.2 Residential Uses

- (1) Multiple-Family Dwelling Signs:
For multiple-family dwellings, one on-premises building or monument sign, not exceeding twelve square feet in area per display face, is permitted for each public street frontage. Monument signs may not exceed six feet in overall height.
- (2) One and Two Family Dwelling Signs:
One building mounted on-premises sign for each separate address, not exceeding four square feet in area, is permitted. On parcels with more than one such dwelling, on-premise signs shall not be combined.
- (3) Subdivision Signs

17.4.3 Non-Residential Uses

- (1) Awning Valance Sign:
One sign per street level business per building facade not to exceed 50% of the vertical height of the awning valance and centered on the awning valance. No additional lighting for the valance graphics is permitted.
- (2) Building Signs, except in the White Park, Market Street Gateway, and Neighborhood Commercial Districts:
One sign per street level business per building facade affixed to the building wall or mansard roof directly abutting the use and or occupancy being identified and directly facing a street, mall, parking lot, or alley. A maximum of one square foot of sign per front foot of use or occupancy, not to exceed one hundred square feet per sign. The color of the signage should be compatible with the building color. Building signs may be internally or externally lit. Neon lighting may be used where appropriate for the historic period of the building and the type of use in the Raincross District and North Main Street Specialty Commercial Districts.

(3) Church Signs

1. For uses occupying less than one acre:
 - a. Monument Sign. One on-premises monument sign, maximum twelve square feet in area and six feet in overall height.
 - b. Building Signs. One on-premises building sign for each street frontage, maximum twelve square feet in area per sign.
 - c. Window Signs. One on-premises window sign for each public entrance, not exceeding nine square feet per sign.
 - d. Under Canopy Signs. One maximum four-square-foot on-premises under canopy sign, per frontage.
2. For uses occupying one acre or more:
 - a. Monument Sign. One on-premises monument sign for each street frontage, maximum twenty-four square feet in area and six feet in overall height.
 - b. Building Signs. One on-premises building sign for each street frontage maximum twenty-four square feet in area per sign.
 - c. Window Signs. One on-premises window sign for each public entrance, not exceeding nine square feet per sign.
 - d. Under Canopy Signs. One maximum four-square-foot on-premises under canopy sign, per frontage.

(4) Club/Lodge Signs (refer to church signs)

(5) Historic Area Perpendicular Signs

(6) Hospital Signs

(7) Institutional Use Signs (refer to church signs)

(8) Multi-Tenant Directory:

One sign per entrance with a maximum letter size of two inches and located within two feet of the common entrance serving the tenants listed and mounted flat on the building facade.

(9) Public Facility Signs (refer to church signs)

(10) School Signs (refer to church signs)

(11) Second Floor Window Signs:

Maximum two signs per second floor business per building facade that are no larger than 15 square feet each and are not directly illuminated. Use of gold or silver leaf, metallic vinyl is encouraged with a drop shadow behind the letters to increase visibility. Colors should match or compliment the street level display window sign of the same building.

(12) Signs Above the Third Floor

(13) Temporary signs (grand opening and special events/activities)

(14) Under Canopy Signs:

One sign per street level business per building facade, maximum four square feet, suspended from the underside of a pedestrian canopy or awning directly adjacent to the business identified on the sign. Canopy signs shall be oriented perpendicular to the adjacent wall of the business being identified and attached in a manner acceptable to the Building Division that prevents swinging. Artwork is encouraged and external lighting is optional.

(15) Window Signs:

Two signs per street level business per building facade located on or adjacent to the inner window surface and directly facing a street, mall, parking lot, or alley. Signs may not exceed 15% of the window area or nine square-feet, whichever is smaller. Use of gold or silver leaf, metallic vinyl is encouraged with a drop shadow behind the letters to increase visibility. No external lighting is permitted.

17.5 DISTRICT-SPECIFIC DESIGN STANDARDS

In addition to the signs listed above that are permitted in all districts, the following signs are permitted only in the specific district in which they are listed. Unless otherwise noted, the Zoning Code standards for size, number, and location shall apply.

17.5.1 Raincross District

(1) Monument Sign for properties where there is a minimum 10 foot front building setback:

Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

(2) Neon Signs

Use of neon is acceptable in this district in conjunction with appropriate commercial uses and where compatible with the period and architecture of the building.

(3) Pedestrian Mall Sidewalk Signs

(4) Readerboard Signs

17.5.2 Justice Center District

- (1) Monument Sign for properties where there is a minimum 10 foot front building setback:
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.
- (2) Service Station Signs

17.5.3 White Park District

For nonresidential properties adjacent to Brockton Avenue:

- (1) Monument Sign where there is a minimum 10 foot front building setback:
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

For all other properties in this District:

- (1) Building or Monument Sign for nonresidential and live/work uses.
One maximum six square-foot, four foot high monument sign to be located no more than five feet from the front building wall and oriented parallel to the street or one six square-foot building sign to be mounted on a street facing building wall. Colors must be compatible with the main building color. Signs must be in scale and architecturally compatible with the building.

17.5.4 Prospect Place Office District

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

- (2) Building or Monument Sign for residence converted to a nonresidential use.
One maximum six square-foot, four foot high monument sign to be located no more than five feet from the front building wall and facing the street or one six square-foot building sign to be mounted on a street facing building wall. Colors must be compatible with the main building color. Signs must be in scale and architecturally compatible with the building.

17.5.5 Health Care District

Refer to signs permitted in all districts.

17.5.6 North Main Street Specialty District

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:
Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.
- (2) Neon Signs
Use of neon is acceptable in this district in conjunction with appropriate commercial uses and where compatible with the period and architecture of the building.
- (3) Service Station Signs

17.5.7 Market Street Gateway District

For parcels located between Market Street and the 60 Freeway:

- (1) Building Signs
For each use or occupancy, one on-premises building sign per frontage, maximum one square foot of sign per front foot of use or occupancy, but not to exceed one hundred fifty square feet per sign.
- (2) Monument Signs
Office Complexes. One on-premises monument sign for each office complex as follows:
 - a. For office complexes of less than two acres (net site area), one maximum thirty-square-foot, six-foot-high on-premises monument sign.
 - b. For office complexes of at least two acres (net site area), one maximum forty-square-foot, eight-foot-high on-premises monument sign.

Uses or Occupancies Not a Part of an Office Complex. Where only one use is to be identified, one on-premises monument sign, maximum twenty-five square feet in area and six feet in overall height. Where two uses are to be identified, one on-premises monument sign, maximum thirty-two square feet in area and six feet in overall height evenly divided between the two uses.

For the remainder of the District:

- (1) Monument Sign for nonresidential properties where there is a minimum 10 foot front building setback:

Where one use is to be identified, one maximum fifteen square-foot, five-foot-high on-premises monument sign is allowed. Where two uses are to be identified, one maximum twenty square-foot, five foot high, on-premises monument sign is allowed with copy evenly divided between the two uses. The sign may also be located on a garden or retaining wall providing a rectangle drawn around the sign does not exceed more than fifteen square-feet where one use is identified or twenty square-feet where two uses are identified. No internal lighting is permitted.

17.5.8 Residential Districts

Refer to signs permitted in all districts.

17.5.9 Neighborhood Commercial District

- (1) Building Signs

For each use or occupancy, one on-premises building sign per frontage, maximum one square foot of sign per front foot of use or occupancy, but not to exceed one hundred square feet per sign.

- (2) Monument Signs

Commercial Complexes. One on-premises monument sign for each commercial complex as follows:

- a. For commercial complexes of less than two acres (net site area), one maximum thirty-square-foot, six-foot-high on-premises monument sign.
- b. For commercial complexes of at least two acres, but less than six acres (net site area), one maximum forty-square-foot, eight-foot-high on-premises monument sign.
- c. For commercial complexes of at least six acres (net site area):
 - i. Major Street Frontage: One maximum fifty-square-foot, eight-foot-high on-premises monument sign.
 - ii. Secondary Street Frontage: For each secondary street frontage with at least three hundred feet of length, one maximum twenty-five-square-foot, six-foot-high on-premises monument sign.
 - iii. Sign Placement: Where signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street frontage as possible or at a major driveway entrance to the commercial complex from the street frontage.

Uses or Occupancies Not a Part of a Commercial Complex. Where only one use is to be identified, one on-premises monument sign, maximum twenty-five square feet in area and six feet in overall height. Where two uses are to be identified, one on-premises monument sign, maximum thirty-two square feet in area and six feet in overall height evenly divided between the two uses.